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REQUEST FOR APPLICATION
USAID/DEVELOPMENT EDUCATION PROGRAM
Office of Private and Voluntary Cooperation
Bureau for Humanitarian Response

Issuance Date: August 2, 2000
Closing Date: October 13, 2000
Solicitation Number: M/OP-01-001

The United States Government, as represented by the U.S. Agency for International Development (USAID), Bureau for Humanitarian Response (BHR), Office of Private and Voluntary Cooperation (PVC), is seeking applications from U.S.-based private and voluntary organizations (PVOs), cooperatives, or other non-governmental organizations actively engaged in sustainable development assistance or development education to implement activities under the Development Education Program (also known as Biden-Pell grants) as described in the following Request for Application (RFA). This RFA presents:

A. Program Background
B. Program Goal and Objectives
C. What the Program Seeks to Fund
D. What the Program Will Not Fund
E. Applicant Eligibility/Qualifications
F. Requirements for All Applications
G. Application Evaluation Process and Criteria
H. Information on Awards and Funding; and
I. Sample Application Format.

This RFA is issued under the authority of the Foreign Assistance Act of 1961, as amended, and Executive Order 11223. USAID will enter into a Cooperative Agreement or Grant Agreement with selected non-governmental organizations that respond to the requirements of this RFA. Awards will be administered through 22 CFR 226, OMB Circulars and the USAID Standard Provisions.

USAID reserves the right to fund any or none of the applications submitted in response to this RFA. Awards will be made subject to the availability of funds.

USAID/BHR/PVC will accept applications under this RFA through October 13, 2000. Please direct all queries and submissions in writing to the point of contact below:

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A. **Program Background**

USAID's Development Education Program was authorized under the Biden-Pell Amendment to the International Security and Development Cooperation Act of 1980. The program was created in 1981 in response to the recommendation of the Presidential Commission on World Hunger calling for the establishment of a program to help increase public understanding of the development process and the importance of developing countries to the political, economic, security and humanitarian interests of the United States. The Biden-Pell Development Education Program administered by PVC is a public-private effort designed to foster interest in, and awareness of, international development among U.S. citizens.

The program theme is "local-global links," i.e., the connection between domestic and international concerns. (For example, a development education project might explain how the benefits of globalization can be shared equitably with the poor in developing countries and why this is in the U.S. interest, or might explain how the status of the world's food supply affects U.S. farmers.) The Development Education Program focuses on leveraging resources through partnerships between U.S.-based non profit organizations actively engaged in international development and U.S.-based domestic membership organizations.

B. **Program Goal and Objectives**

B.1. Goal:

The goal of the Development Education Program is to create an atmosphere in the United States of understanding and interest in public and private international development efforts. Because the amount of funding for this program is very limited, USAID's strategy for accomplishing the goal is to leverage through partnerships as much additional financial and programmatic support for development education as possible.

B.2. Development Education Program Objectives

PVC's objectives in funding activities under the Development Education Program are to:

1. increase Americans' knowledge and understanding of how and why U.S. public and private international development efforts are in the best interest of the United States;

2. increase U.S. citizens' participation in private and public international development and humanitarian programs;

3. increase middle school and high school students' knowledge of global issues and international development and why developing countries are important to the political, economic security and humanitarian interests of the United States.

C. What the Program Seeks to Fund

PVC seeks to fund innovative educational activities that will contribute to one or more of the above objectives. PVC is looking for projects that:

1. Convey a compelling development education message;
2. Reach new and diverse domestic audiences;
3. Use partnerships to leverage resources and audiences;
4. Have the potential to demonstrate project results/impact definitively as defined in B.2. above;
5. Leverage financial support for development education; and
6. Sustain project activity - i.e., build a commitment to continue independent of USAID funding.

Each of these six required characteristics is described below:

C.1. Development Education Message

The activities must convey a clear program message that relates to the Development Education Program's theme of "local-global links," in order to achieve the Development Education Program objectives:

- The program message must show the links between domestic and international concerns and must explain why international development assistance is in the best interest of the United States.

- Applicants may take a broad view of these links as they affect the country as a whole, or may interpret them more narrowly for relevance to the specific interests of targeted audiences.   In either case, the development education content presented must relate to international development issues and their connections to U.S. interests and concerns.

- Proposed activities should accurately present the nature of the relationship between the United States and developing countries, as well as provide content on the relationship of global hunger and poverty to U.S. concerns for the environment, security, trade and other global and domestic issues.

- The information presented must be balanced, objective, and factual.

- Project design must encourage people's critical thinking and decision-making, and provide active learning opportunities related to international development. (The Development Education Program's past experience has shown that projects with these components are the most successful.)

C.2. Audiences the Program Seeks to Reach

The Development Education Program seeks to reach new, diverse U.S. audiences. The audience may include adults and/or middle school and high school students. The target audience may be national, regional, or local in scope. In selecting the target audience, the applicant must:

- know the audience well to ensure that the project will meet their needs and interests;

- assess the current level of interest and involvement of the audience in the message to be conveyed;

- develop educational activities (with specific learning objectives) that are appropriate for the intended audience;

- involve the audience in the design of the educational materials and activities.

C.3. Partnerships

The proposed activities must be carried out by the applicant in partnership with a U.S.-based membership organization or trade association. Such partner organizations must:

- possess natural links, through professional affiliations or a membership base other than donors, to segments of the U.S. public;

- have a demonstrated interest in international development or foreign affairs;

- share the applicant's concern about a specific global issue or issues, such as: education and human capacity development, environment, agriculture, health, child welfare, women's issues, business, labor, media, international trade, or others.

- make available an existing, effective communication network capable of disseminating lucid, concise educational messages.

C.4. Project Results/Impact

Based on the objectives of the project, applicants must be able to quantify baseline data and then measure change in participants' actions, attitudes, or behavior as a result of project activities. Proposed projects must have a plan to measure performance in achieving results, including indicators for monitoring progress toward objectives against the baseline data. At the conclusion of the project, applicants must be able to provide information to PVC regarding the project's results/impact in terms of:

- numbers and types of people reached with educational messages as described in C.1. above;

- their increased knowledge and understanding of international development content over time (i.e., comparing baseline data to levels of knowledge and understanding during and at the end of the project);

- the actions by the target audience and/or their participation in international development activities resulting from increased awareness and understanding.

Applicants should use the project matrix in Attachment 1 to depict project results and performance measurement.

Routine analysis of performance monitoring data is recommended. If performance is much stronger or weaker than expected, some type of basic evaluation should be undertaken to understand why, and to correct if necessary.

C.5. Leveraging Financial Resources

Consistent with the program's strategy to leverage the maximum amount of resources for development education, applicants must match USAID resources with private matching funds in cash or in-kind contributions. Applicants and/or partners must contribute a total of at least 25 percent of the costs of the project. Applicants that propose higher amounts of cost-sharing will be awarded additional points under G.2.6 below. The cash or in-kind match may be provided by the applicant and/or partner. The value of any in-kind match (e.g., placement of monthly article on project issues in the partner's national newsletter; value of volunteer time; air time for monthly cable television program on project issues; etc.) should be reasonable, must be documented, and will be required to be substantiated when grants are negotiated. Other funds received from the U.S. Government will not be considered allowable elements of the match.

C.6. Sustainability

As a result of the financial and programmatic support leveraged through the grants awarded under the Development Education Program, PVC expects that some project activities will be ongoing beyond the life of the project. Applicants must determine to what extent the resources and/or relationships developed within the life of the project can be continued after the project ends, and must present a well-thought-out plan for sustaining them.

D. What the Development Education Program will not Fund

The Development Education Program will not finance projects that:

- include overseas program activities or audiences;

- ask USAID to underwrite a program already being implemented or to disseminate existing materials with no added value in terms of new educational activities and audiences;

- promote the opinion or position of the applicant or the partner organization to the detriment of the educational intent of the activities;

- are designed to lobby elected officials or that present politically partisan views;

- involve religious proselytism;

- involve direct fundraising appeals for the applicant or for the partner.

The Development Education Program will also not fund applicants proposing activities in partnership with other international development organizations. This type of partnership is not consistent with the Development Education Program strategy to engage new organizations and audiences in learning about development.

E. Applicant Eligibility/Qualifications

U.S.-based private and voluntary organizations (PVOs), cooperatives, or other non-governmental organizations actively engaged in sustainable development assistance or development education may submit applications based on this RFA. Only applicants who propose projects in partnership with other organizations, as described in section C.3. above, and whose applications meet all the other requirements of this RFA, are eligible for this program. Applicants and/or partners must have a successful track record in design and implementation of educational activities directed at adults and/or middle school and high school students, and must provide performance references.

F. Requirements for All Applications

Applications must contain, at a minimum, the following information:

- A clear and compelling **project description** that provides details on all of the elements in section C. above. Projects may be for a period of up to two years. The project description must include an in-depth content discussion of how you propose to make the "local-global link" and illustrate it to your target audience in a way that they will care about and act upon. You must clearly describe how effective your communication will be in conveying the link to motivate your audience into action. The project description must also include measurable objectives and must describe convincingly how you will know that you have achieved the desired results (indicators of progress in achieving the Development Education Program objectives). The project description also needs to specify the activities to be carried out and how they will be carried out, as well as the roles and responsibilities of the applicant and partner in implementing the project and ensuring its success.

- An **organizational capability statement** that demonstrates your and your partner's track record in carrying out educational activities, including performance references (which may be attached to the application). Organizations that have previously been awarded Development Education Program Grants must clearly document the results achieved and demonstrate how the proposed project builds upon past activities and lessons learned, and represents added value.

- A **letter of commitment** from the headquarters office of the proposed partner organization(s) must accompany the application. The letter must describe and specify clearly the partner's financial or in-kind contribution to the program; partner staff involvement; the specific target audience(s) to which the organization has access; and the roles and responsibilities of that partner organization in terms of program design, implementation, dissemination and assessment.

- **Budget forms** : Applications must include completed budget forms SF424 and 424-A for funds required for the duration of the project. The forms may be downloaded at: www.usaid.gov/procurement_bus_opp/procurement/forms – under Application for Federal Assistance (SF-424).   All budget line items must be substantiated in the text of the proposal. Applicant costs need to be shown separately from that of the "partner organization" and should be listed as a separate activity under Section A – Budget Summary, (a) Column. The costs pertaining to the "partner organization" should be further broken down in Section B, Column (2).

- A **budget narrative** that fully explains the basis for the line item costs in 6a through 6j on page 1 of the budget form. All in-kind contributions planned for the project must also be described separately in the narrative and substantiated in the text of the proposal. Applicants should discuss their financial management and accounting systems and the qualifications of those personnel responsible for financial administration.

Applications should be submitted in an **original and two copies**.

G. Application Evaluation Process and Criteria

The following describes when and how the applications will be judged:

G.1. Application Evaluation Schedule

USAID expects to review all eligible applications received by 5:30 p.m. on October 13, 2000. The review process is expected to be completed by December 1, 2000. Following the review, applicants will be advised if negotiations are to be initiated, additional information is required, or if a decision has been reached not to fund the application. The estimated start date for these projects is June, 2001.

G.2.   Application Evaluation Criteria

Applications will be evaluated according to the following criteria:

1. Strategic Fit (the likelihood that the project will make a
    recognizable, measurable contribution towards achieving
    the Development Education Program Objectives)   15 points
2. Clarity of Message   10 points
3. Target Audience   10 points
4. Implementation Plan   10 points
5. Performance Measurement Plan   10 points
6. Resource Leveraging/Cost-share   15 points
7. Sustainability Plan   10 points
8. Track Record/Organizational Capability   20 points

H.   Information on Awards and Funding

The total amount of funds available for FY 2001 under this RFA is $750,000, with a strong possibility of second year funding in or around the same amount. PVC expects to fund 5-10 projects for up to two years each, depending upon the number of applications received and the amounts of funding requested. Cost-sharing of cash or in-kind contributions is required as described in C.5. above. USAID reserves the right to fund any or none of the applications submitted in response to this RFA. Awards will be made subject to the availability of funds.

I.   Sample Application Format

Executive Summary – a brief, narrative description of the program that identifies the partner organization and presents an overview of the project's purpose, theme, specific development content to be addressed, activities, target audiences and intended outcomes.

Project Description - a clear and compelling description that provides details on all of the elements in section C. above. (See also section F. above.)

Implementation Plan – a plan for carrying out project activities and disseminating materials, including a timeline. The estimated start date for these projects is June, 2001.

Performance Measurement Plan – for analysis and documentation of results, as described in C.4.

Organizational Capability – description of past performance in carrying out educational activities, as described in section F.

Partner Letter – a letter of commitment from the headquarters office of the proposed partner organization specifying that organization's involvement and any financial contribution to the program.

Budget – Completed SF 424 and 424A, plus budget narrative.

Project Matrix Guidelines   Attachment 1

RESULTS ORIENTED OBJECTIVES	INDICATORS	MEASUREMENT METHOD, DATA SOURCE AND FREQUENCY OF DATA COLLECTION	MAJOR PLANNED ACTIVITIES
What are the program objectives? The objective should: - be specific - clearly state the type of change expected - be clear about who or what is changing…individual, groups, organizations	What indicators will measure the achievement of the objective? Indicators should be: - direct - objective & precise - quantitative, where possible - practical - sufficiently reliable for confident decision-making	What specific source of data for each indicator? What method will be used to obtain it? If data doesn't already exist, make provision for funding data collection activities in the budget.	For each objective: Which activities will support its achievement?

Development Education – Project Matrix

Results Oriented Objectives	Indicators	Measurement Method, Data Source and Frequency of Data Collection	Major Planned Activities
	� ✖ ✖		✖ ✖ ✖ ✖
	✖ ✖ ✖		✖ ✖ ✖
	✖ ✖		✖ ✖ ✖ ✖